

Vital Progress

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Community and Senior Center

“A hub for activities for families and friends”

The Community Center team saw a major milestone on August 18 when the Douglas County Board of Commissioners voted to approve operational funding for the project. An increase in the public utility operator fee of one-half of one percent is expected to generate approximately \$425,000 per year to run and maintain the new combined senior and community center. The fee will cost each household in the County about \$10 per year. Earlier this year, commissioners also confirmed the recommendation to locate the center in Herbig Park, which the County already owns. The site also offers several other substantial advantages: convenient neighborhood access, existing utilities, a nearby signalized intersection, and the potential for a future access road and connecting trails.

The next steps to getting the center built will be to develop a construction and financing schedule and to find a tax-neutral source of revenue for servicing debt on the project.

With community enthusiasm growing, plans are underway to form a private foundation as a platform for friend and fundraising to support the community center.

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Main Street Gardnerville

“Revitalize Downtown Gardnerville”

Main Street Gardnerville continues to enjoy much success. The very popular Thirsty Third Thursday Wine Walk events have proven to be a big hit with about 400 to 500 registered participants at each event, even during the hottest months of the year. In 2011, monthly attendance was just under 300. Paula Lochridge, project champion and program manager says, “We wanted people to come down and discover their own backyard. The Wine Walks are very successful and growing each year.”

The final Wine Walk of 2011 was on September 15. In October, Main Street Gardnerville businesses and the promotions committee will meet to evaluate results and plan for even more growth in 2012.

On July 23, more than 500 people attended the second annual Blankets, Burgers & Brews fundraiser in Heritage Park. The free event delivered live music, a bike parade and a festive atmosphere for families. Local restaurants offered food and drinks for sale.

The Town of Gardnerville has offered 1.59 acres of vacant property adjacent to the park for the site of Heritage Park Gardens, a “place to learn, grow, share and beautify. To cultivate and nurture our community.” The community gardens will offer families an opportunity to plant, harvest and share good local food. It will include three demonstration gardens, a compost area, an area for children, and a location for gardening classes. The Garden Steering Committee includes Tom Dallaire, Gardnerville town manager, an engineer, a landscape architect, three master gardeners, Paula Lochridge, and



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Genoa Destination

“Create the destination; amplify the destination.”

The Genoa Destination Main Street Landscape Enhancement project is moving forward rapidly. With \$1.5M in funding for the project committed earlier this year, the design phase, by Sandra Wendel & Associates and Resource Concepts, Inc., is now well underway. The first step, engineering survey work to document unique elements of the existing built environment, is nearly complete.

Respecting the history and uniqueness of Genoa while making it more beautiful and “user-friendly,” the improvements will create a historically distinctive Main Street that combines current technology and engineering, sustainability where practicable, and enhancements for better pedestrian access, parking, street crossings, lighting, and signage. Disintegrating asphalt will be addressed and overhead utilities will be moved underground. Integrated walkways will help visitors and residents move easily between businesses and park and historic sites. The design will also embrace the surrounding landscape, including new trails in the foothills above town and south to 1862 David Walley’s Hot Springs Resort.



Locals and visitors enjoy a late summer lunch al fresco at Genoa Station.

With a focus on the economic heart of Genoa, property owners will be kept apprised of planned improvements near their businesses and homes as the project progresses. The design and approval process should be complete by spring of 2012, with construction beginning in the summer.

Over the summer two new restaurants have opened in Genoa. Tombstone Tap and Grill launched in July on Genoa Lane at the site of the former Incognito. Owners Myki and Ron Simek, who founded the original Tombstone Pizza, are open for lunch and dinner and offer a full bar. In August, Karen and John Holmes opened Genoa Station Bar and Grill on Main Street serving breakfast, lunch and dinner, with a full bar.

The Genoa Destination team, or the “Posse” as they are often called, is Randy Falcke, Chad Coons, Dan Aynesworth, Sheryl Gonzales, Lisa Granahan, and champion Dave Whitgob. 🏔️

Tremendous Trails

“A sustainable community connected by trails”

The name chosen by our community for Carson Valley’s 100-mile loop trail system is the “Carson Valley Discovery Trail.” The Tremendous Trails team and the Carson Valley Trails Association (CVTA) conducted a trail-naming workshop on July 12. Individuals representing trail user groups, businesses, ranchers, the Carson Valley Visitors Authority, the County, the State, and other stakeholders convened to review a list of suggested trail names and add some of their own. Carl Dahlen, state leadership specialist with the University of Nevada Cooperative Extension, facilitated the discussion. The collaborative effort narrowed the ideas to six choices. These were then offered to the public via an online survey that drew more than 180 responses. A committee of the workshop participants then reviewed the survey results and made the final selection.

Working with CVTA and County GIS staff, the trails team has produced and refined its Flagship Trails Map, showcasing the many trails already present or in the planning stages in Douglas County. The map should be ready for initial release in the coming months. The team will also look at options for making it easily available via the Internet or apps for mobile devices.

The Tremendous Trails team is comprised of Juan Guzman, Bill Hay, Kerstin Wolle, Charlotte Bass, Lisa Granahan, and champion Melissa Shaw Granat. 🏔️



Jeremy Vican explains the various segments of the 100-mile Destination Trail to Dominique Etchegoyhen, Bill Chernock and Barb Wilson at a workshop conducted July 12, 2011.

Tahoe Revitalization

“A shared agenda for action”


What is expected to become one of the most heavily used bike paths in the US is coming to Douglas County. Working with the Tahoe Transportation District, the County was recently awarded more than \$2.5M in Federal Highway Administration funds for the South Demonstration Project, 3.2 miles of bikeway connecting the Stateline casino core with Round Hill Pines Beach. This is a portion of the Tahoe Lakeview Trail, which will include 162 miles of new trail construction. The bikeway will eventually run from Stateline, along the Nevada side of Lake Tahoe, to the north shore. Douglas County worked with 11 other local, state and federal agencies to complete a feasibility study and environmental assessment of the project.

The County has also received a Recreational Trails grant for \$200,000 to build trailhead facilities at Kahle Drive. With the addition of State Question One monies, the project is completely funded and construction will begin in the fall of 2012.

With \$50,000 in private funding from the South Tahoe Alliance of Resorts, the South Shore Vision Plan shows a bright future for the Highway 50 corridor from Kahle Drive to Ski Run Boulevard. This is the first step in moving the South Shore from its dependence on gaming to an outdoor recreation-based economy. The plan is one product of a process that includes Douglas County in Nevada, El Dorado County and the City of South Lake Tahoe in California, multiple regional planning agencies, private property owners, and other stakeholders, and was facilitated by Design Workshop of Stateline.



After gathering ideas and identifying obstacles to success, the group held a three-day design charrette and produced the Vision Plan. It shows an inviting built environment responsive to environmental conditions, economically sustainable, and centered around the resorts at the state line, connected with mixed-use gateways to the north and south. Areas in between would be opened up for improved views of the natural environment and access to Lake Tahoe. The plan would bring much greater opportunities for outdoor recreation in very close proximity to accommodations. It would also re-route Highway 50 traffic around a rebuilt pedestrian-friendly main street environment for retail, dining, events and entertainment.

Tahoe Revitalization team members are Tony O'Rourke, Mitchell Mize, Scott Morgan, and champion Mike Bradford. 

Ascent Douglas

“Recruit, retain, and expand outdoor industry jobs.”

Ascent Douglas recently returned from the Outdoor Retailer Summer Market tradeshow August 3-7 in Salt Lake City, Utah. Record attendance at this, the largest tradeshow in the outdoor equipment industry, is a good sign of growth and confidence in the future. More than 1,300 exhibitors filled nearly a half-million square feet of exhibit space. Ascent Douglas team members covered nearly all of it, looking for companies that might be interested in expanding or relocating their operations to Douglas County.



But how to stand out among all that eye-candy? And get a word in with manufacturers who were really there to book orders for next summer? The team arranged for 1,000 jars of Gardnerville's own Killer Salsa to be delivered to exhibitor booths one morning, before the show opened. Each jar carried a tag with a few words about Douglas County and a note to "Tweet @AscentDouglas to get some chips delivered to your booth." Then team members stocked up with bags of tortilla chips, dispersed around the convention center, and began responding to a steady stream of requests via Twitter. Each incoming tweet was an invitation to say hello, spread a little Nevada hospitality, make friends with a new company, and talk about how locating in Douglas County might fit into their future. Requests continued to arrive through the end of the show on Sunday afternoon.

Ascent Douglas, working closely with the Northern Nevada Development Authority, also presented an Outdoor Retailer panel discussion entitled "Made in America: The New Push to Reshore Production." Experts from the outdoor industry, the State, the federal government, and international business offered their perspectives on the hidden costs of offshoring and the potential advantages of bringing that core function back to the US. The panel, moderated by NNDA executive director Rob Hooper, drew a near-capacity crowd that included top decision-makers from some well-known brands. The audience asked engaging questions and made many requests for follow-up and additional information.

Yet another outreach effort at Outdoor Retailer was Project OR. This is a 48-hour concept-to-prototype competition for design students. Ascent Douglas partnered with Northern Nevada's own Aventura Clothing to sponsor the contest. Six student designers worked around the clock and the winner, Amy Dorie of San Francisco State University, was rewarded with a \$5,000 contract to design for Aventura's 2013 collection and a \$2,500 contribution to her school.

Aventura has also expressed an interest in bringing some of its production to Douglas County. Ascent Douglas has won a Rural Business Enterprise Grant from the USDA to establish a contract cut-and-sew manufacturing facility. This was welcome news to many of the seminar attendees and companies contacted on the tradeshow floor. Conversations with several potential customers are ongoing and the facility could begin operations within a year. For more information on Ascent Douglas, please see www.ascentdouglas.com/

The Ascent Douglas team members are Rob Hooper, Ronele Klingensmith, Andrew Strain, John Endter, Jim Slade, Lisa Granahan, and champion J. Brandon. 🏆



Project OR winning design for Aventura Clothing from San Francisco State University Apparel Design program student Amy Dorie.

Sports Aviation Destination

“World’s premier sport aviation destination”

The team has been extremely busy elevating Minden-Tahoe Airport to the world’s premier sport aviation destination. The weekend of August 27-28 saw the inaugural Western Aviation Roundup drawing thousands to the airport for a major air show and a celebration of the 150th anniversary of Douglas County. Flying legend and National Aviation Hall of Fame inductee Patty Wagstaff headlined a full slate, including several other well-known aerobatic performers, skydivers, static displays and vendors.

This was just one of many events on the airport’s busy spring and summer calendar. In April the Soaring NV Wave Camp drew pilots from around the US and as far away as England to fly the world-famous Sierra Wave. This rare atmospheric phenomenon enabled Minden-based pilots to set, break and reset a host of soaring records. Similar conditions exist in only a handful of places on earth, and Minden-Tahoe Airport makes the Sierra Wave among the most accessible. Late April brought the Experimental Aircraft Association’s Young Eagles Day, introducing children and young adults to aviation with an actual flight.

In early May, 250 Douglas County third graders visited the airport for the second annual Aviation Education Day. They enjoyed the Challenger Learning Center, aviation and science experiments, static aircraft displays, and more. The event was so successful that another is planned in the coming months. May 29 brought the kick-off barbecue of the newly revived Minden Soaring Club, whose enthusiastic board of trustees is working closely with airport staff on several more soaring events.



On June 23 and 24, the club hosted a meet at Soaring NV for about 40 motor gliders, some coming from as far away as New England. The event included a memorial for pilot Pete Williams and his contributions to the motor glider industry. Meanwhile, 20 carefully selected Civil Air Patrol cadets from around the country joined the Douglas County Squadron for the National Cadet Glider Flight Academy, June 23 through July 3. Instructors from as far away as Florida, Texas and Colorado joined locals to provide flight and ground training amid superb soaring conditions. Cadets and visiting instructors enjoyed accommodations at Walley’s Hot Springs and Spa.

July 20 brought an autocross event to Bliss Road on the north side of the airport. The competition was a highlight of the four-day annual convention of the Western States Corvette Council. The Carson Valley Inn served as event headquarters and attendees also enjoyed a car show at the Tahoe Ridge Winery and Bistro.

The airport hosted the first-ever Minden Trophy Dash on August 6 and 7. The Minden Soaring Club managed the event, which drew 10 competitors and included a well-attended barbecue. Another barbecue on August 20 benefited the Boys and Girls Club of Carson Valley and included a comedy performance, raffle and silent auction at the Hutt Aviation hanger.

Work continues to create a soaring complex, museum, and aviation education center at the airport. Plans are in the works for a study on the economic impact of the airport on our community and the team is working to overcome issues with access to the east side of the airport where the new projects will be located.


The Sports Aviation Destination team members are Bobbi Thompson, Chris Johnson, Terry Lalonde, Mike Bradford, Rick Walters, Bob Semans, and champion Linda Mae Draper-Hivert. 🏆

Energy, Science and Advanced Engineering

“Identify and enhance success”

One of the major trends in economic development is to identify successful industry clusters, target them for growth, and align education and the workforce to enhance their success. Our community is home to an energy, science, and advanced engineering cluster, with companies such as GE-Bently Nevada, Bently Pressurized Bearing, Bently Biofuels, Gibson Tools, Bently Agrowdynamics, RoMaDyn, and Global Sun Wind & Power. Douglas County has launched an initiative to recruit, retain, and expand this industry presence and set a goal of adding 300 new jobs in the next two years.

In June, the County Board of Commissioners approved a two-year contract with the Northern Nevada Development Authority to specifically target companies in this sector. The project leverages NNDA's existing Dream It Do It program, developing a career ladder that begins in the school system and results in both an academic degree and a nationally portable, industry-recognized skill credential.

Representatives of NNDA, working with Douglas County Employment Training and Job Development Services, will visit our current Energy, Science, and Advanced Engineering cluster companies to learn more about their needs, their successes, and their cultures. Then NNDA will identify similar companies outside our region and contact them directly to discuss their expansion or relocation plans and help them evaluate Douglas County as a potential site for some or all of their operations. 

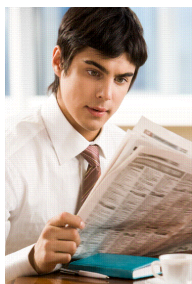


Employment Training and Job Development

“Job readiness education, training, and support”

Businesses, job seekers, students, and other members of our community will meet and mix on September 28 for the Job Opportunity Fair 2011. The event will take place at Hutt Aviation on the Minden-Tahoe Airport. It is presented by the Business Council of Douglas County, in conjunction with the Carson Valley Chamber of Commerce, Douglas County Employment Training and Job Development Services, and the airport.

Employers will showcase their businesses and meet talented potential employees who are ready to help them succeed. Job seekers will also be able to learn about agencies and services that can help them find opportunities.



The Douglas County Employment Training and Job Development Program provides employment and life skills training to individuals who are unemployed or underemployed. Job Seeker Services are provided at no charge and are customized to best support each individual. Services include individual job readiness assessment, individual goal plan development, assistance with résumé preparation, composing cover letters, job hunting skills, and interviewing tips. Also provided are workshops, seminars and a networking and support group.

Staff are Becky Hanson and Denise Castle. For more information, please go to douglascountynv.gov/sites/socsvcs/employment_programs.cfm. 

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We're on the Web!
www.douglascountynv.gov

*Creating a
Community to
Match the Scenery*



This is Vital Progress, a regular newsletter about the implementation of the Douglas County Economic Vitality Strategy and Action Plan that was adopted by the County Board of Commissioners in September 2010. The plan addresses three focus areas and 12 projects that will strengthen our economy and our community. As we move forward with our projects, we will continue to provide updates on our progress. For more information, please visit our website at:

http://www.douglascountynv.gov/sites/main/Economic_development.cfm

For more about our projects, go to:

http://www.douglascountynv.gov/sites/main/ev_projects.cfm

Main Street Gardnerville *continued from page 1*

many dedicated volunteers. They have published a conceptual drawing and a brochure for fundraising and have installed a sign on the site announcing it will be "growing soon." Plans are to open the gardens in the spring of 2012. Prior to that the property needs grading, fencing and a basic irrigation system.



On the first Tuesday of each month, Main Street Gardnerville hosts a casual community coffee meeting at Sharkey's Casino from 8:30 to 9:30 in the morning. Business people and neighbors meet, share ideas, talk about events and get to know one another.

The association maintains a strong web presence at www.mainstreetgardnerville.org; it has attracted more than 1,000 fans to its Facebook page at www.facebook.com/pages/Main-Street-Gardnerville/112334670798; and it is active on Twitter at twitter.com/msgardnerville.

The Douglas County Economic Vitality team for Main Street Gardnerville is Margaret Pross, Lisa Granahan, and champion Paula Lochridge. They liaison with the hard-working Main Street Gardnerville Board of Directors and its many volunteers. 🌱

Community and Senior Center *continued from page 1*



The vision encompasses a 25,500 square-foot senior center; 9,300 square feet of community rooms; a 28,500 square-foot gymnasium, including regulation-sized basketball and volleyball courts and an indoor jogging track; a dining room with seating for more than 500 people; a stage; senior health and daycare facilities; a commercial kitchen; a gift shop and classrooms. The facility would

take advantage of the spectacular view the Herbig Park site affords. The project brings these amenities together at one location and in a way that delivers a strong sense of shared community.

The Community Center team members are Steve Lewis, Jeff Wass, Brian Fitzgerald, Travis Lee, Dylan Zigenis, and champion Janice Rice. 🌱